(c) if so, the average production cost thereof; and

(d) to what extent the said production cost is less than the cost of Steel Authority of India Limited?

THE MINISTER OF STATE OF THE MINISTRY OF STEEL (SHRI BRAJ KISHORE TRIPATHY): (a) and (b) the Ministry of Steel does not monitor the cost of production of various Steel Companies of the World. However, a UK based organisation, namely, Commodity Research Unit (CRU) has carried out some studies on the production cost for 86 companies located in different countries; As per this report, Tata Steel had the minimum net operating cost at a hot strip stage in the year 2000.

(c) The net operating cost for hot rolled strips of Tata Steel as reported by CRU is US$ 177.53 per tonne in the calender year 2000.

(d) The production cost of steel of Steel Authority of India Limited was not studied by the Commodities Research Unit. However, the variable cost of Hot Rolled coils for 1999-2000 at Bokaro Steel Plant of SAIL was US$ 134 per tonne (exchange rate US$=46.86 Rs.)

Decline in the DD's revenue through advertisements

*529. SHRI RAVI SHANKAR PRASAD:
PROF. M. SANKARALINGAM:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that DD's audience is twice that of the total satellite audience put together and it has the highest reach amongst the high, the middle and the low income groups;

(b) whether it is also a fact that DD's share in advertisement revenue has declined in the last five years while private channels share has increased manifold despite their late entry on the media scene; and

(c) if so, whether Government have any proposal to review the position and increase their advertisement revenue through DD?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) Prasar Bharati has intimated that Doordarshan reaches an estimated 70 million homes, whereas cable and satellite channels reach an estimated 30 million homes.

(b) Prasar Bharati has intimated that only during 1997-98 and 1998-99, the revenue had shown a downfall trend, which in 1999-2000 and 2000-2001, has been reversed. Data regarding revenue of foreign/ private channels is not maintained by Prasar Bharati.

(c) Prasar Bharati has informed that they have initiated a number of steps, within the parameters of its role as Public Broadcaster, to increase its revenue generation. The steps include adopting a proactive and market friendly approach towards producers, advertisers, advertising agencies and sponsoring bodies, functional autonomy to regional centres with regard to commercial matters, establishment of an in-house Marketing Wing in Mumbai to ensure effective marketing of programmes, etc.

Industrial sickness in CPSUs

*530. DR. ALLADI P. RAJKUMAR:
SHRIMATI VANGA GEETHA:

Will the Minister of HEAVY INDUSTRIES AND PUBLIC ENTERPRISES be pleased to state:

(a) whether the Industrial sickness in central Public sector Undertakings is increasing every year;

(b) the number of undertakings found to be sick and making losses as on 31st March, 2001; and

(c) the details of steps taken by Government to bring improvement in their working?